

ORDER



Orders
Order / Rev: 704172 - 2
Alt Order #: 06261131
Product Desc: AMRCNS 4 PROSPERITY
Estimate: 1854
Flight Dates: 08/08/12 - 08/14/12
Original Date / Rev: 08/02/12 / 08/09/12
Order Type: Political

Primary AE: Aaron Ashe
Sales Office: T-WAS
Sales Region: NAT

Agency
Name: Mentzer Media Services/ POL
Buying Contact: Elise Cloyd
Billing Contact:
 600 Fairmount Ave. Suite 306
 Towson, MD 21286

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Americans For Prosperity
Demographic: A35+
Product Codes: IS-Candidate/Presidential
Priority: P-3
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|--------------|
| 07/30/12 | 08/14/12 | 83 | \$126,680.00 | \$107,678.00 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|---------------|-----------|---------------------|---------------------|-------------|
| August 2012 | 83 | \$126,680.00 | \$107,678.00 | 0.00 |
| Totals | 83 | \$126,680.00 | \$107,678.00 | 0.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Aaron Ashe | | | Start Of Order - End Of Order | 100% |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|----|------|-------------------|-----------------|--------------------------------------|-------|------------------------------------|-----|-------------|----------|---------------|------|------|-------|------------|
| 1 | WTSP | 08/08/12 | 08/10/12 | M-F 6-7a 6-7a 10 News | CM | 6-7a -- WTF-- | :30 | 6 | \$360.00 | P-2 | 0.00 | NM | 6 | \$2,160.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| | | Week: 08/06/12 | 08/12/12 | -- WTF-- | | 6 | | \$360.00 | | 0.00 | | | | |
| 2 | WTSP | 08/08/12 | 08/10/12 | CBS This Morning CBS This Morning | CM | 7-9a -- WTF-- (7:00 AM-8:00 AM) | :30 | 3 | \$360.00 | P-2 | 0.00 | NM | 3 | \$1,080.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| | | Week: 08/06/12 | 08/12/12 | -- WTF-- | | 3 | | \$360.00 | | 0.00 | | | | |
| 3 | WTSP | 08/08/12 | 08/10/12 | M-F 8-9a The Early Show | CM | 8-9a -- WTF-- (8:00 AM-9:00 AM) | :30 | 3 | \$360.00 | P-2 | 0.00 | NM | 3 | \$1,080.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| | | Week: 08/06/12 | 08/12/12 | -- WTF-- | | 3 | | \$360.00 | | 0.00 | | | | |
| 4 | WTSP | 08/08/12 | 08/10/12 | M-F 5-530p 5-530p 10 News | CM | 5-530p -- WTF-- | :30 | 3 | \$800.00 | P-2 | 0.00 | NM | 3 | \$2,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| | | Week: 08/06/12 | 08/12/12 | -- WTF-- | | 3 | | \$800.00 | | 0.00 | | | | |
| 5 | WTSP | 08/08/12 | 08/10/12 | 7-730p Inside Edition | CM | 7-730p -- WTF-- | :30 | 6 | \$600.00 | P-2 | 0.00 | NM | 4 | \$2,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | |
| | | Week: 08/06/12 | 08/12/12 | -- WTF-- | | 6 | | \$600.00 | | 0.00 | | | | |

| | |
|---------------|--------------------------|
| Advertiser: | Americans For Prosperity |
| Product Desc: | AMRCNS 4 PROSPERITY |
| Estimate: | 1854 |

WTSP-TV

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-------------|-------------------------------|-------------------|-----------------|---|-------|---------------------------|-----------------|---------------|-------|-------------------------|-----|---------------|-------------|-------|-------------|
| 5 | WTSP | 08/08/12 | 08/10/12 | 7-730p Inside Edition | CM | 7-730p | --WTF-- | :30 | 6 | \$600.00 | P-2 | 0.00 | NM | 4 | \$2,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 08/06/12 | 08/12/12 | --WTF-- | | 6 | | | | \$600.00 | | 0.00 | | | |
| <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | | <u>Description</u> | | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | | <u>Rtg</u> | <u>Type</u> | | |
| 3 | WTSP | 08/06/12-08/12/12 | | 7-730p | | 7-730p | --WThF---- | :30 | | (\$600.00) | | 0.00 | NM | | |
| | Credited [mg line 30] | | | | | | | | | | | | | | |
| 5 | WTSP | 08/06/12-08/12/12 | | 7-730p | | 7-730p | --WThF---- | :30 | | (\$600.00) | | 0.00 | NM | | |
| | Credited [mg line 30] | | | | | | | | | | | | | | |
| 6 | WTSP | 08/08/12 | 08/10/12 | 730-8p Millionaire | CM | 730-8p | --WTF-- | :30 | 6 | \$1,200.00 | P-2 | 0.00 | NM | 5 | \$6,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 08/06/12 | 08/12/12 | --WTF-- | | 6 | | | | \$1,200.00 | | 0.00 | | | |
| <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | | <u>Description</u> | | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | | <u>Rtg</u> | <u>Type</u> | | |
| 3 | WTSP | 08/06/12-08/12/12 | | 730-8p | | 730-8p | --WThF---- | :30 | | (\$1,200.00) | | 0.00 | NM | | |
| | Credited [mg line 30] | | | | | | | | | | | | | | |
| 7 | WTSP | 08/08/12 | 08/10/12 | LN (M-F) LN (M-F) | CM | M-F 11-1135p | --WTF-- | :30 | 6 | \$2,000.00 | P-3 | 0.00 | NM | 6 | \$12,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 08/06/12 | 08/12/12 | --WTF-- | | 6 | | | | \$2,000.00 | | 0.00 | | | |
| 8 | WTSP | 08/11/12 | 08/11/12 | Sat 8-10a CBS This Morning Saturday | CM | Sat 8-10a | -----S- | :30 | 3 | \$320.00 | P-2 | 0.00 | NM | 3 | \$960.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 08/06/12 | 08/12/12 | -----S- | | 3 | | | | \$320.00 | | 0.00 | | | |
| 9 | WTSP | 08/12/12 | 08/12/12 | CBS Sunday Morning CBS Sunday Morning | CM | Sun 9-1030a | -----S | :30 | 1 | \$1,600.00 | P-2 | 0.00 | NM | 1 | \$1,600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 08/06/12 | 08/12/12 | -----S | | 1 | | | | \$1,600.00 | | 0.00 | | | |
| 10 | WTSP | 08/12/12 | 08/12/12 | Sun 630-7p Sun 630-7p 10 News | CM | Sun 630-7p | -----S | :30 | 1 | \$800.00 | P-2 | 0.00 | NM | 0 | \$0.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 08/06/12 | 08/12/12 | -----S | | 1 | | | | \$800.00 | | 0.00 | | | |
| <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | | <u>Description</u> | | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> | | <u>Rate</u> | | <u>Rtg</u> | <u>Type</u> | | |
| 1 | WTSP | 08/06/12-08/12/12 | | Sun 630-7p | | Sun 630-7p | -----Su | :30 | | (\$800.00) | | 0.00 | NM | | |
| | Credited [move to dr phil] | | | | | | | | | | | | | | |
| 11 | WTSP | 08/13/12 | 08/14/12 | M-F 6-7a 6-7a 10 News | CM | 6-7a | MT----- | :30 | 4 | \$360.00 | P-2 | 0.00 | NM | 4 | \$1,440.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 08/13/12 | 08/19/12 | MT----- | | 4 | | | | \$360.00 | | 0.00 | | | |
| 12 | WTSP | 08/13/12 | 08/14/12 | CBS This Morning CBS This Morning | CM | 7-9a (7:00 AM-8:00 AM) | MT----- | :30 | 2 | \$360.00 | P-2 | 0.00 | NM | 2 | \$720.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 08/13/12 | 08/19/12 | MT----- | | 2 | | | | \$360.00 | | 0.00 | | | |
| 13 | WTSP | 08/13/12 | 08/14/12 | CBS This Morning CBS This Morning | CM | 7-9a (8:00 AM-9:00 AM) | MT----- | :30 | 2 | \$360.00 | P-2 | 0.00 | NM | 2 | \$720.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 08/13/12 | 08/19/12 | MT----- | | 2 | | | | \$360.00 | | 0.00 | | | |
| 14 | WTSP | 08/13/12 | 08/14/12 | M-F 9-930a 10 News, 9a 10 News, 9am | CM | 9-9:30A | MT----- | :30 | 2 | \$280.00 | P-2 | 0.00 | NM | 2 | \$560.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 08/13/12 | 08/19/12 | MT----- | | 2 | | | | \$280.00 | | 0.00 | | | |
| 15 | WTSP | 08/13/12 | 08/13/12 | M-F 930-10a Millionaire M, W, F/Paid T, Th | CM | 930-10a | M----- | :30 | 2 | \$280.00 | P-2 | 0.00 | NM | 2 | \$560.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | Week: | 08/13/12 | 08/19/12 | M----- | | 2 | | | | \$280.00 | | 0.00 | | | |

Order / Rev: 704172 - 2
Alt Order #: 06261131
Flight Dates: 08/08/12 - 08/14/12

Advertiser: Americans For Prosperity
Product Desc: AMRCNS 4 PROSPERITY
Estimate: 1854
WTSP-TV

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|------|------|-------------------|-----------------|--|-------|-------------------|---------|-----|-------------|------------|-----|---------------|------|-------|-------------|
| 16 | WTSP | 08/13/12 | 08/14/12 | Price Is Right Price Is Right | CM | 11a-12p | MT----- | :30 | 2 | \$1,200.00 | P-2 | 0.00 | NM | 2 | \$2,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 08/13/12 | 08/19/12 | MT----- | | 2 | | | \$1,200.00 | | | 0.00 | | | |
| 17 | WTSP | 08/13/12 | 08/14/12 | M-F 12-1230p 10 News @ Noon | CM | 12-1230p | MT----- | :30 | 2 | \$1,100.00 | P-2 | 0.00 | NM | 2 | \$2,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 08/13/12 | 08/19/12 | MT----- | | 2 | | | \$1,100.00 | | | 0.00 | | | |
| 18 | WTSP | 08/13/12 | 08/14/12 | M-F 4-5p Dr. Phil | CM | 4-5p | MT----- | :30 | 2 | \$800.00 | P-2 | 0.00 | NM | 2 | \$1,600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 08/13/12 | 08/19/12 | MT----- | | 2 | | | \$800.00 | | | 0.00 | | | |
| 19 | WTSP | 08/13/12 | 08/14/12 | M-F 5-530p 5-530p 10 News | CM | 5-530p | MT----- | :30 | 2 | \$800.00 | P-2 | 0.00 | NM | 2 | \$1,600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 08/13/12 | 08/19/12 | MT----- | | 2 | | | \$800.00 | | | 0.00 | | | |
| 20 | WTSP | 08/13/12 | 08/14/12 | 7-730p Inside Edition | CM | 7-730p | MT----- | :30 | 4 | \$600.00 | P-2 | 0.00 | NM | 4 | \$2,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 08/13/12 | 08/19/12 | MT----- | | 4 | | | \$600.00 | | | 0.00 | | | |
| 21 | WTSP | 08/13/12 | 08/14/12 | 730-8p Millionaire | CM | 730-8p | MT----- | :30 | 4 | \$1,200.00 | P-2 | 0.00 | NM | 4 | \$4,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 08/13/12 | 08/19/12 | MT----- | | 4 | | | \$1,200.00 | | | 0.00 | | | |
| 22 | WTSP | 08/13/12 | 08/14/12 | LN (M-F) LN (M-F) | CM | M-F 11-1135p | MT----- | :30 | 4 | \$2,000.00 | P-3 | 0.00 | NM | 4 | \$8,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 08/13/12 | 08/19/12 | MT----- | | 4 | | | \$2,000.00 | | | 0.00 | | | |
| 23 | WTSP | 08/14/12 | 08/14/12 | Tue Prime A NCIS | CM | Tue 8-9p | -T----- | :30 | 2 | \$8,200.00 | P-3 | 0.00 | NM | 2 | \$16,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 08/13/12 | 08/19/12 | -T----- | | 2 | | | \$8,200.00 | | | 0.00 | | | |
| 24 | WTSP | 08/14/12 | 08/14/12 | Tue Prime B NCIS: Los Angeles | CM | Tue 9-10p | -T----- | :30 | 2 | \$8,200.00 | P-3 | 0.00 | NM | 2 | \$16,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 08/13/12 | 08/19/12 | -T----- | | 2 | | | \$8,200.00 | | | 0.00 | | | |
| 25 | WTSP | 08/14/12 | 08/14/12 | Tue Prime C The Mentalist | CM | 10-11p | -T----- | :30 | 2 | \$4,000.00 | P-3 | 0.00 | NM | 2 | \$8,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 08/13/12 | 08/19/12 | -T----- | | 2 | | | \$4,000.00 | | | 0.00 | | | |
| E 26 | WTSP | 08/10/12 | 08/10/12 | Bucs Primetime Game Bucs Primetime Game | CM | 730-1030p | ----F-- | :30 | 6 | \$4,000.00 | P-4 | 0.00 | NM | 6 | \$24,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 08/06/12 | 08/12/12 | ----F-- | | 6 | | | \$4,000.00 | | | 0.00 | | | |
| 27 | WTSP | 08/10/12 | 08/10/12 | Bucs Pre-Game Bucs Pre-Game | CM | Bucs Pre-Game | ----F-- | :30 | 2 | \$750.00 | P-4 | 0.00 | NM | 2 | \$1,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 08/06/12 | 08/12/12 | ----F-- | | 2 | | | \$750.00 | | | 0.00 | | | |
| 29 | WTSP | 08/08/12 | 08/10/12 | M-F 4-5p Dr. Phil | CM | 4-5p | --WTF-- | :30 | 1 | \$800.00 | P-2 | 0.00 | NM | 1 | \$800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 08/06/12 | 08/12/12 | --WTF-- | | 1 | | | \$800.00 | | | 0.00 | | | |
| 30 | WTSP | 08/12/12 | 08/12/12 | Sun Prime C Criminal Minds | CM | Sun 9-10p | -----S | :30 | 1 | \$2,400.00 | P-4 | 0.00 | NM | 1 | \$2,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 08/06/12 | 08/12/12 | -----S | | 1 | | | \$2,400.00 | | | 0.00 | | | |
| N31 | WTSP | 08/10/12 | 08/10/12 | Bucs Pre-Game Bucs Pre-Game | CM | Bucs Pre-Game | ----F-- | :30 | 1 | \$500.00 | P-4 | 0.00 | NM | 1 | \$500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |

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Alt Order #: 06261131
Flight Dates: 08/08/12 - 08/14/12

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Product Desc: AMRCNS 4 PROSPERITY
Estimate: 1854

WTSP-TV

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|----------------|------|-------------------|-----------------|--------------------------------|-------------------|----------------|-------------|-----|---------------|----------|-----|------|------|--------------|----------|
| N31 | WTSP | 08/10/12 | 08/10/12 | Bucs Pre-Game Bucs Pre-Game | CM | Bucs Pre-Game | ----F-- | :30 | 1 | \$500.00 | P-4 | 0.00 | NM | 1 | \$500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: 08/06/12 | | 08/06/12 | 08/12/12 | ----F-- | 1 | | \$500.00 | | 0.00 | | | | | | |
| Totals | | | | | | | | | | | | | 83 | \$126,680.00 | |